

Why target Universities and Colleges?

- Parking is in high demand on and around campuses
- Costs for parking are high
- Land is better used for academic endeavors than for parking
- Transit (especially buses) are well suited to meet transportation needs in a campus setting
- Transit subsidies are real and valued benefits, especially for university support staff

Steps to promote BWC among Universities and Colleges in your area.

What Colleges and Universities and Community Colleges should you contact?

1. Collate a list of the colleges and universities in your area, including community colleges. Web sites such as <http://education.yahoo.com/> can help with this.
2. Check the BWC website for a complete list of colleges and universities that are already Best Workplaces for Commuters. (Go to www.bwc.gov and click on: "View list of employers"; click on: "Colleges & Universities"; click on: "Search".) On this list, find colleges & universities that are comparable to the ones you are targeting and share that information with them in your recruiting efforts. For example, if you were recruiting Princeton, show that Yale and Harvard and other Ivy League universities are already BWCs.
3. Create a prioritized list of those you want to target first, including the largest ones and those you consider most likely to be willing to offer excellent commuter benefits.

Who should you contact at each target University?

1. Prepare a list of contacts you know at these institutions. If you don't know someone directly, consider key individuals who might provide an inroad to that institution. Do you have a board member with connections to the institution who could provide an introduction for a highly placed contact?
2. Determine whom to contact. The university or college website is a good place to start. Be sure to check: Parking Facilities/Transportation Department, Human Resources Department, and the Public Relations Department.

How should you begin to design your strategy?

1. While on the website, research what the university is doing already to address their parking problems and check for recruiting and retention issues. You might also research what employees pay for parking.
2. Consider if a competition or challenge would work. Do you have one prominent college or university that you can get signed up as a BWC who might challenge the other area colleges and universities? In Houston, the Children's Hospital put out a full page ad to challenge other local hospitals to become BWCs.

How should you make the BWC pitch?

Create a strategy for recruiting the colleges and universities on your list. Consider what format is the best initial contact. Should it be a phone call, email, or letter? How will follow up calls be made and in what time frame? Bear in mind that multiple follow-up calls often need to be made to reach the right contact.